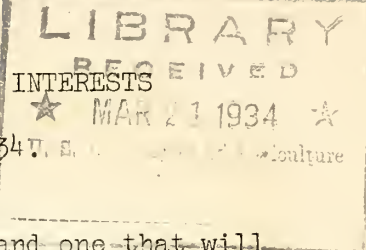


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1. 9
E4 892 Ra
4-H CLUB WORK BRINGS TOGETHER RURAL AND URBAN INTERESTS

Radio Talk - Madge J. Reese - March 3, 1934
National Farm & Home Hour



Perhaps the most potent influence on rural life today and one that will continue in an increasing degree is the spread of urban standards to the farm people. The automobile followed by good roads has extended the travel of many farm families and widened their horizons. The farm family goes to town more frequently, observes the dress and manners of urban people, sees the enticing window displays, learns how urban people live; and the farm boys and girls are attending high schools in the urban centers. On the other hand, the urbanite is motoring and becoming better acquainted with the countryside. The Extension Service through 4-H club work has a big responsibility in interpreting desirable urban standards and their proper application to country conditions.

It can safely be asserted that in the past 25 years 4-H boys' and girls' club work and the agricultural training in the schools have given many thousands of our farm youth a vision of satisfactory farm life and saved them for a business for which they were naturally adapted. To the towns and cities each year go a certain number of young men and women with sterling rural qualities to take their place in trades and business and in the professions. Because of 4-H club training, they take with them a higher appreciation and a more intelligent understanding of farming and its needs. And, too, they more likely have gained this important realization, that rural people and urban people should not live at each other's expense but by each other's aid. When these farm-produced men and women with good training back of them make their way into the forums where industrial, commercial, financial, and legislative policies are evolved and discussed, they can be depended upon to ask the question, "What will be the effect upon agriculture and farm life?"

We are hearing much these days about the "back-to-the-land" movement because of unemployment in the cities and towns. The Subsistence Homestead Plan provided by the National Recovery Act is a new pattern of rural-urban life. Boys and girls will give assistance in raising the family supply of vegetables, fruits and poultry on these small homesteads and they will need the instruction they can get through 4-H club work. I have seen boys' and girls' club work functioning with the "small holders" in the rural-urban communities in Denmark, and undertaking of long standing similar to our Subsistence Homestead Plan.

The active cooperation which is evident in all parts of the country between bankers, business men's service clubs, women's clubs, other civic organizations and 4-H club work is a most helpful indication of better understanding between rural and urban people. Many specific instances could be noted. Throughout the country bankers have made loans to 4-H club members for the buying of dairy calves, pigs, and poultry stock, making it possible for them to get a start in livestock club work. There is no case on record where a club member failed in meeting the financial obligation. Bankers' associations have given scholarships to the State Agricultural College as an award to club members for outstanding work over a period of four or more years. A Central West stockyard established a revolving fund of \$3,000 to be used in financing baby beef 4-H clubs, thus making it possible for 52 boys each year in Missouri, Oklahoma, and Kansas to start in baby beef club work. Various business and social organizations have lent encouragement by financing the achievement pins which every club member receives upon completing a year's work.

(over)

Personal interest and encouragement count. In Oregon members of one of the business men's organizations with clubs throughout the State, each sponsor one 4-H club boy. The business man obligates himself to visit the home of the club boy, observe his club project underway on the farm, give advice and encouragement, at least once during the year. Business men's clubs in many States give one program each year over to 4-H club members thereby familiarizing themselves better with farm interests. The stores in towns and cities have cooperated in assisting extension agents in shopping tours whereby rural boys and girls might learn good values and good taste in clothing, house furnishing, and even foods. 4-H club work is represented at all the large livestock shows, at State and county fairs. The high standards taught in 4-H club work open wide the eyes of the city folk when they see the high-class stock, the standardized canning, attractive clothing, and house-furnishing exhibits, also the press and the radio play a big part in featuring the interdependence of rural and urban interests.

Recently a farm journal asked 300 high school and college students in 10 different States, every one from a farm home, "Would you prefer to go on living on a farm or to live in town?" Seven in every ten said that they want to live on a farm. 4-H club work has had and will continue to have a part in training such young men and women to guide the powerful influence of urbanism over ruralism as an incentive for better schools, better stores, churches, libraries, recreation facilities, and health-service advantages in the rural communities.